



# **Transportation Engineering and Road Research Alliance**

# **OPERATIONS PLAN**

**FY 2015**

(July 1, 2014 - June 30, 2015)

**September 23<sup>rd</sup>, 2014**

## TABLE OF CONTENTS

BACKGROUND .....	1
MEMBERSHIP	
Membership Terms and Contribution Rates .....	1
Benefits of Membership .....	1
Members by Sector .....	2
ORGANIZATIONAL STRUCTURE	
General Assembly .....	3
Executive Committee .....	4
Membership Engagement Committee .....	5
Communications Committee .....	6
Nominating Committee .....	6
Ad Hoc Task Forces .....	6
Research Coordinators .....	7
ELECTIONS	
Elected Positions and Terms .....	7
Election Process .....	8
FY2015 ACTION PLANS	
General Assembly .....	8
Executive Committee .....	9
Membership Engagement Committee .....	9
Communications Committee .....	10
APPENDIX A: FY14 TERRA PERFORMANCE MEASURES DATA .....	11

## Background

---

In the summer of 2012, the TERRA membership held a strategic planning session in Houghton, Michigan to: re-affirm or adapt the vision and mission of the organization to best reflect the future direction of the alliance; identify and approve priorities TERRA members wish to continue, expand, discontinue, or undertake in the future; and to establish principles and guidelines for the operational structure of the organization. This session built on previous strategic planning sessions held in 2004 and 2007.

As a result of this strategic planning work, the TERRA Strategic Plan for FY2014 through FY2016 was created. To document how the strategic plan will be put into action, this TERRA Operations Plan was developed. It is anticipated that the operations plan will be reviewed and updated annually as directed by the TERRA executive committee.

## Membership

---

### *Membership Terms and Contribution Rates*

Membership to TERRA is extended to those entities willing and able to contribute monetary resources to the organization. Membership contributions rates will be based on sector and are shown in Table 1. Members will be asked to make a five-year commitment to the organization. Contributions can be paid annually over the five-year period or in one lump sum. Membership contributions will be managed through TERRA's administrative structure (currently the University of Minnesota) and the TERRA membership pooled fund.

Table 1: Membership Contribution Rates

Sector	Five-Year Membership Contribution Rate
Academic	\$10,000
Private and Non-Profit	\$10,000
Public	\$25,000

If a new member organization joins TERRA in the second half of the fiscal year, the organization will only be responsible for paying half of that year's annual dues.

Changes to the membership contribution rates must be approved by the general assembly.

### *Benefits of Membership*

Membership to TERRA provides each organization up to two representatives on the general assembly, however only one vote will be cast per member organization on voting matters. Both representatives must be from the same organization, or from the organization's governing board. If a representative is from an organization's governing board, that governing board must have a rotation amongst its leadership positions. Member organization representatives are also able to participate in TERRA committees and ad hoc task forces.

A current organization who committed to membership under previous criteria stating that the two member representatives were not required to be from the same organization will be allowed to retain their membership/representatives until the end of their current membership commitment.

Upon the end of the current membership commitment, each organization will have the opportunity to individually join TERRA.

*Membership by Sector*

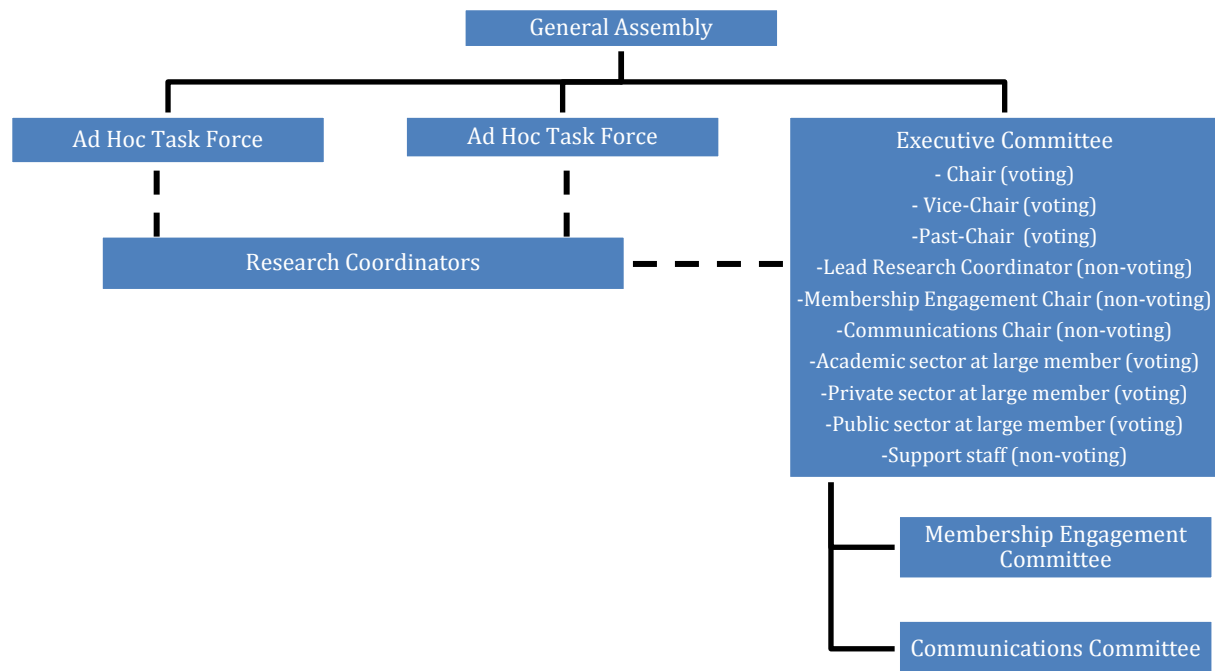
TERRA member organizations will be placed into one of three sectors: academic, private and non-profit, or public. This categorization will be used to determine contribution rates and for the chair rotation on the general assembly. The current list of TERRA members by sector can be seen in Table 2.

Table 2: TERRA Member Organizations by Sector

<b>Organization</b>	<b>Public</b>	<b>Private and Non-Profit</b>	<b>Academic</b>
United States Federal Highway Administration	X		
Iowa Department of Transportation	X		
Michigan Department of Transportation	X		
Minnesota Department of Transportation	X		
Minnesota Local Road Research Board	X		
North Dakota Department of Transportation	X		
Norwegian Public Roads Administration	X		
Wisconsin Department of Transportation	X		
Aggregate and Ready Mix Association of Minnesota/RMC Research and Education Foundation		X	
American Engineering Testing		X	
Braun Intertec		X	
Caterpillar		X	
Flint Hills Resources		X	
Mathy Technology & Engineering Services		X	
Midstate Reclamation and Trucking		X	
Minnesota Asphalt Pavement Association		X	
Road Science		X	
Iowa State University			X
Michigan Tech			X
National Center for Pavement Preservation			X
University of Minnesota			X

## Organizational Structure

Figure 1: Organizational Chart



### General Assembly

The general assembly will meet in-person at least two times per year, in conjunction with the Pavement Conference and the Innovation Series event. The executive committee and/or ad hoc task forces may request additional meetings of the general assembly.

The Chair, Vice-Chair, and Past-Chair will all serve on the general assembly. The chairs will rotate by sector as shown in Table 3. Each fiscal year the Vice-Chair will be elected by the general assembly for a three year succession term (Vice-Chair, Chair, Past-Chair). The Chair will be responsible for leading each general assembly meeting.

The Chair will be responsible for leading general assembly meetings, leading Executive Committee meetings (if desired—TERRA staff can also lead these meetings), acting as the primary point of contact for TERRA staff, and being the signator for TERRA correspondence. The Vice-Chair will be responsible for facilitating the planning and delivery of the Innovation Series event; the Past-Chair will be responsible for chairing the Nominating Committee.

Table 3: TERRA Chair Rotation

	FY2015	FY2016	FY2017
<b>Private and Non-Profit Sector</b>	Chair	Past-Chair	Vice-Chair
<b>Academic Sector</b>	Vice-Chair	Chair	Past-Chair
<b>Public Sector</b>	Past-Chair	Vice-Chair	Chair

The general assembly will be responsible for:

- Needs assessment (both research needs and implementation needs)
- Redefine and lead the project idea solicitation process
- Establish ad hoc task forces as needed (for example, Pavement Conference planning, Innovation Series event planning, webinars, meetings with FHWA staff, or specific pavement-related topics)
- Create an annual research action plan
- Develop annual TERRA-initiated projects report
- Define and monitor annual research-related performance measures data
- Approve membership contribution rate changes
- Review and approve Strategic and Operational Plans
- Coordinate and conduct webinars to share research and implementation results
- Pursue opportunities for new projects at MnROAD as cells are available, including opportunities beyond Minnesota
- Coordinate research opportunities with TERRA member organizations
- Identify TERRA partners and define benefits
- Engage state, local, and national policymakers in TERRA
- Share results, concerns, issues, etc.
- Updates from committees

Agendas for the general assembly meetings will be created by the executive committee. For items that do not need discussion but do need a vote by the general assembly, a consent agenda will be utilized. The consent agenda differentiates between routine matters not needing explanation and more complex issues needing examination. Items that may be included on the consent agenda include, but are not limited to: minutes of the previous meeting, annual budget reports, performance measures, informational materials, and updated organizational documents.

The consent agenda will be sent prior to each meeting. Members will be asked to review these materials in advance of the meeting. The Chair will introduce the consent agenda at the meeting; members will be able to request removal of an item (if additional discussion is needed by the general assembly) and accept the consent agenda. The Chair will then ask members for approval of all items bundled on the consent agenda. If an item was removed for additional discussion, the Chair will determine next steps for discussion.

Decisions and actions of the general assembly will be based on consent of the membership. A majority vote will be held on any item where consensus, as defined by the Chair, cannot be reached. A majority vote may also be requested by a member. Each member organization will be allowed only one vote, even if they have two representatives on the general assembly.

General assembly representatives from member organizations, Research Coordinators, executive committee members, and assigned staff will be seated at the meeting table during general assembly meetings. Member organizations will be allowed to have guests attend the general assembly meetings; however, guests may participate in meeting discussions only if recognized by the Chair.

#### *Executive Committee*

The executive committee will meet six times per year and will:

- Plan agendas for the general assembly meetings
- Review and approve TERRA operations budget

- Review and approve all annual performance measures
- Oversee the ad hoc task forces
- Review and approve TERRA-initiated project progress reports
- Provide guidance and direction for Membership Engagement and Communications Committees

The membership of the executive committee can be seen in Figure 1. The Chair, Vice-Chair, and Past-Chair will serve one-year terms as identified in Table 3. These positions will have voting authority and must be filled by a general assembly representative of a member organization.

The Lead Research Coordinator will be responsible for providing updates to the executive committee on TERRA-initiated research projects and the research-related ad hoc task forces. The Lead Research Coordinator will serve a one-year term and will be selected by the Research Coordinators. There are no term limits on this position. The Lead Research Coordinator must be from a member organization, preferably a state DOT organization, but does not need to be the general assembly representative. The Lead Research Coordinator will not have voting authority on the executive committee.

There will be three at large members on the executive committee; one representative from each the public, private and non-profit, and academic sectors. These will be one-year elected positions with voting authority and must be filled by a general assembly representative of a member organization. There are no term limits on this position.

The Membership Engagement Chair and the Communications Committee Chair will both serve one-year terms on the executive committee. These positions will not have term limits and will be non-voting positions on the executive committee. The chairs must be from a member organization but do not need to be the general assembly representative.

In the event of a tie on any voting matter at the executive committee, the item in dispute will go to the general assembly for discussion and voting.

#### *Membership Engagement Committee*

The Membership Engagement Committee will meet quarterly and will:

- Create an annual action plan
- Define benefits of membership
- Create methods to provide value to current members
- Identify and recruit new members
- Define TERRA partner opportunities
- Manage the membership renewal process
- Track all membership data
- Provide data to the Executive Committee on the number of new members for budget implications
- Coordinate a meeting with FHWA, AASHTO, and SHRP II to communicate TERRA programs and benefits to foster future collaborative project opportunities
- Collect annual performance measures data related to the committee

The committee will be led by a chair, or co-chairs, depending on interest from the membership. The chair(s) will be a one-year voluntary position with no term limits. The chair will be required to

participate on the executive committee; if the committee is led by co-chairs they should select amongst themselves so only one person serves on the executive committee. The chair(s) must be from a member organization but does not need to be the general assembly representative. Each subsequent year after elections, the chair(s) will be asked if they are interested in continuing in their role. If the chair position is vacant, a call for volunteers will be made to the general assembly. The general assembly chair will approve the Membership Engagement Committee chair position(s).

Membership to the committee will be voluntary. Committee members must be from a member organization but do not need to be the general assembly representative.

#### *Communications Committee*

The Communications Committee will meet quarterly and will:

- Create an annual action plan
- Develop a quarterly electronic newsletter
- Create TERRA fact sheets
- Develop an annual highlights document
- Maintain, and update when necessary, the benefits of TERRA document
- Provide direction for changes and/or updates to the TERRA website
- Identify conferences or events to market TERRA
- Work with the ad hoc task forces in the development of the Pavement Conference and Innovation Series events
- Provide ideas for E-news articles and fact sheet topics
- Develop customized materials as requested by TERRA board members
- Collect annual performance measures data related to the committee

The committee will be led by a chair, or co-chairs, depending on interest from the membership. The chair(s) will be a one-year voluntary position with no term limits. The chair will be required to participate on the executive committee; if the committee is led by co-chairs they should select amongst themselves so only one person serves on the executive committee. The chair(s) must be from a member organization but does not need to be the general assembly representative. Each subsequent year after elections, the chair(s) will be asked if they are interested in continuing in their role. If the chair position is vacant, a call for volunteers will be made to the general assembly. The general assembly chair will approve the Communications Committee chair position(s).

Membership to the committee will be voluntary. Committee members must be from a member organization but do not need to be the general assembly representative.

#### *Nominating Committee*

To ensure a complete ballot for elections, a nominating committee will be formed. The committee will be led by the Past-Chair and include two additional members such that all three sectors are represented. Details on the timing of work for this committee can be found in the “election process” section of this document.

#### *Ad Hoc Task Forces*

Ad hoc task forces will be developed as needed by the general assembly. Each task force will be established for a short-term initiative and will disband upon completion of that initiative.



A leader must be identified for each ad hoc task force. The leader will volunteer their time for the administrative work of the task force and will provide updates as requested to both the Research Coordinators and the general assembly.

Ad hoc task force participation will be by invitation and members need not be from a TERRA member organization to participate.

The following process will be followed to establish a new ad hoc task force:

1. A request to form an ad hoc task force is made. The request can be put forth at a General Assembly meeting or made through the Lead Research Coordinator. The request must include the topic, purpose statement, champion, and potential members.
2. The General Assembly will be asked to approve all requests.
3. Once approved, TERRA staff will email the General Assembly to inform them of the new ad hoc task force and provide members the opportunity to join.
4. The ad hoc task force title, purpose statement, and membership will be added to the TERRA website.

#### *Research Coordinators*

Each state department of transportation member will be required to identify a research coordinator. This representative should have knowledge of the pavement-related research and implementation projects underway in their respective state. The coordinators from each state will communicate as needed to be sure research and implementation is being shared amongst members, and may serve as ad hoc task force leaders. The research coordinator must be from a member organization but does not need to be the general assembly representative. Research Coordinators will be invited to participate in general assembly meetings. Although not required, non-state member organizations may choose to identify a research coordinator to participate in this group. The research coordinators will meet as necessary, either in person or via conference call.

The research coordinators will be required to select one representative to serve as the Lead Research Coordinator. The Lead Research Coordinator will serve as a liaison to both the general assembly and the executive committee and will be responsible for providing updates to both groups on TERRA-initiated research projects and the research-related ad hoc task forces. The Lead Research Coordinator will serve a one-year term and will be selected by the Research Coordinators. There are no term limits on this position. This position must be from a member organization, preferably a state DOT, but does not need to be the general assembly representative. The Lead Research Coordinator will not have voting authority on the executive committee or the general assembly.

## **Elections**

---

#### *Elected Positions and Terms*

Elections will be held for the following positions:

- Vice-Chair
- Academic sector at large member
- Private and non-profit sector at large member
- Public sector at large member

The Vice-Chair will be elected for a successive three-year term (Vice-Chair, Chair, Past-Chair). The at large members will be elected to one-year terms; there will be no term limits on these positions. Elected positions must be filled by a general assembly representative of a member organization. Terms will be based on the fiscal year, from July 1 through June 30.

(Note that in order to transition from the two-chair organizational structure to the three-chair structure, both the Vice-Chair and the Chair will be elected in fiscal year 2015. The fiscal year 2014 public sector chair will complete their term as the fiscal year 2015 Past-Chair.)

### *Election Process*

The nominating committee will be asked to find nominees for each elected position in January and early February. A draft ballot will be presented at the February general assembly meeting where additional nominations from the floor will be accepted. Self-nominations will be accepted.

Staff will send a ballot via email to the general assembly representatives for voting in March. The ballot will include a write in option. If a member organization has two representatives on the general assembly, they must cast only one vote. The ballot will require organizations to provide their member organization name to ensure that each organization casts only one vote. Staff will collect all ballots, count responses, and ensure that each member organization casts only a single vote. No ballots will be accepted after the stated due date. The winners will be chosen based on the largest number of votes cast. The executive committee will review and approve results in April and staff will announce the election results via email no later than May; an announcement will also be made at the summer general assembly meeting.

If nominations are not received for any of the elected positions, the nominating committee will be responsible for soliciting nominees.

## **FY2015 Action Plans**

### *General Assembly Action Plan*

	<b>Action</b>	<b>Target Completion Date</b>	<b>Lead</b>
1	Become an incubator for research and implementation plans and proposals so that the collective knowledge and resources of TERRA members are applied and goals are met, including reviewing research proposals as directed by the general assembly.	June 2015 (ongoing)	General Assembly
2	Coordinate and conduct seminars and workshops to share innovations among TERRA members.	June 2015 (ongoing)	Research Coordinators
3	Pursue opportunities for new projects at MnROAD as cells are available, including opportunities beyond Minnesota. Coordinate research opportunities with TERRA member organizations.	June 2015 (ongoing)	Research Coordinators
4	Report and discuss TERRA projects, including findings and data analysis.	June 2015 (ongoing)	Research Coordinators
5	Provide input on committee membership with a goal to broaden representation from all TERRA	June 2015 (ongoing)	General Assembly

	members; use technology to connect members outside of Minnesota to the meetings.		
6	Provide topic ideas to the Communications Committee for fact sheet topics and E-news articles.	June 2015 (ongoing)	General Assembly and Research Coordinators
7	Collect data and report on research-related performance measures.	June 2015	CTS

#### *Executive Committee Action Plan*

	<b>Action</b>	<b>Target Completion Date</b>	<b>Lead</b>
1	Provide direction and support for 3 general assembly meetings. CTS will prepare all materials; EC will review and provide input.	February 2015	Executive Committee; CTS
2	Provide direction and support for up to six executive committee meetings.	June 2015	CTS
3	Provide input and direction in development of FY16 TERRA operations budget.	June 2015	CTS
4	Continue Implementation of TERRA Strategic Plan and Operation Plan. Coordinate annual update of both plans.	June 2015 (ongoing)	Executive Committee; CTS
5	Engage state, local, and national policymakers in TERRA and consider their attendance and participation at TERRA events.	June 2015 (ongoing)	Executive Committee; CTS
6	Communicate with FHWA and consider an in-person meeting with Turner Fairbanks staff.	January 2015	Executive Committee
7	Provide support to marketing and membership engagement committees, including agenda development and notes. Provide assistance to Research Coordinators as directed by the executive committee.	June 2015 (ongoing)	Executive Committee; CTS

#### *Membership Engagement Committee Action Plan*

	<b>Action</b>	<b>Target Completion Date</b>	<b>Lead</b>
1	Identify strategies to strengthen engagement of current members. Define TERRA partner opportunities.	June 2015	Membership Engagement Committee
2	Provide data to the Executive Committee on the number of new members for budget implications.	June 2015	Membership Engagement Committee
3	Secure commitments for FY15 membership renewals. Send letters to begin FY16 renewal process. Determine future membership pooled fund opportunities as the current pooled fund ends in 2015.	January 2015	CTS, Membership Engagement Committee
4	Meet with FHWA, AASHTO, and SHRP II to	June 2015	Membership

	communicate TERRA programs and benefits to foster future collaborative project opportunities. Host networking event at TRB.		Engagement Committee
5	Collect data and report on performance measures for the Membership Engagement Committee.	June 2015	CTS

*Communications Committee Action Plan*

	<b>Action</b>	<b>Target Completion Date</b>	<b>Lead</b>
1	Host a TERRA Innovation Series event in Madison, Wisconsin.	August 2014	Communications Committee; CTS
2	Sponsor the TERRA Pavement Conference, including active participation on the ad hoc planning committee. Consider sponsorship of other conferences, especially conferences sponsored by TERRA member organizations.	February 2015	Communications Committee & ad hoc task force
3	Develop a one-pager highlighting accomplishments in FY15. Include in E-News and as post online.	January 2015	CTS
4	Develop two research and implementation fact sheets.	June 2015	CTS
5	Distribute quarterly TERRA electronic newsletter (Jan, Apr, Jul, Oct). Continue to track E-News subscribers, web hits, E-News open rate, and click rate. Increase E-News subscribers from other states.	June 2015 (ongoing)	CTS
6	Create two e-announcements highlighting practice-ready implementation examples. Content can also be used as articles in the quarterly newsletters.	June 2015	Communications Committee
7	Continue to maintain TERRA website.	June 2014 (ongoing)	CTS
8	Distribute materials, and consider exhibiting, at events with audiences interested in recent TERRA publications (fact sheets, written reports, etc.) to help communicate research results.	June 2015	Communications Committee
9	Develop customized materials as requested by General Assembly members. Tailor PPT presentation to audience and update with results and ongoing research.	June 2015	Membership Engagement & Communications Committees
10	Coordinate communications with the research coordinators.	June 2015	Communications Committee & Research Coordinators Group
11	Collect data and report on performance measures for the Communications Committee.	June 2015	CTS

**A. Membership Engagement Performance Measures**

*Related to Strategic Direction D: Engage existing membership and further expand the organization to ensure ongoing focus on mission, vision, and strategic advantages*

**Measure 1: Number of organizations represented on General Assembly**

**FY14 Data: 24**

Organizations:

1. Aggregate and Ready Mix Association of Minnesota
2. American Concrete Pavement Association
3. American Engineering Testing
4. Braun Intertec
5. Caterpillar
6. Concrete Paving Association of Minnesota
7. Iowa Department of Transportation
8. Iowa State University
9. Mathy Construction Company
10. Michigan Department of Transportation
11. Michigan Technological University
12. Midstate Reclamation and Trucking
13. Minnesota Asphalt Pavement Association
14. Minnesota Department of Transportation
15. Minnesota Local Road Research Board
16. National Center for Pavement Preservation
17. North Dakota Department of Transportation
18. New York State Department of Transportation
19. Norwegian Public Roads Administration
20. RMC Research and Education Foundation
21. Road Science, A Division of ArrMaz
22. United States Federal Highway Administration
23. University of Minnesota
24. Wisconsin Department of Transportation

**FY13 Data: 25**

**Measure 2: Number of new members**

**FY14 Data: 0**

**FY13 Data: 2**

<b>Measure 3: Number of partner organizations</b>
---

**FY14 Data: 32**

Organizations:

- |  |                                      |
|--|--------------------------------------|
| 1. Bituminous Roadways                   | 17. Mississippi DOT                  |
| 2. California DOT                        | 18. Missouri DOT                     |
| 3. Connecticut DOT                       | 19. North Carolina DOT               |
| 4. Diamond Surfacing, Inc                | 20. North Dakota State University    |
| 5. DS Brown                              | 21. Ohio DOT                         |
| 6. FuelMiner                             | 22. Oklahoma DOT                     |
| 7. Georgia DOT                           | 23. Ontario DOT                      |
| 8. Horton                                | 24. Pennsylvania DOT                 |
| 9. IGGA                                  | 25. PNA Construction Technology, Inc |
| 10. Intercomp                            | 26. Propex                           |
| 11. International Road Dynamics<br>(IRD) | 27. Road Dust Institute              |
| 12. Kansas DOT                           | 28. SHRP 2                           |
| 13. Maine DOT                            | 29. Sweden                           |
| 14. Mankato State University             | 30. Tensar Syntec                    |
| 15. Maryland DOT                         | 31. Texas DOT                        |
| 16. Minnesota State Patrol               | 32. University of Manitoba           |

**FY13 Data: 47**

<b>Measure 4: Number of Research Project Ideas Submitted</b>
--

**FY14 Data: 0\***

*\*The General Assembly agreed to discontinue this process.*

**FY13 Data: 16**

## **B. Research (General Assembly) Performance Measures**

*Related to Strategic Directions A and B: Define and launch a bold and synergistic research agenda; promote and be a catalyst for implementation of research results “on the ground”*

### **Measure 1: Number of research project ideas considered by TERRA Research and Implementation Committee**

**FY14 Data: 0**

*\*The General Assembly agreed to discontinue this process.*

**FY13 Data: 2**

### **Measure 2: Number of new research projects initiated by TERRA**

**FY14 Data: 7**

- *Flexible Micro-Surfacing*
- *DCT Implementation in Minnesota*
- *Thin Concrete Repair*
- *Diamond Grinding of Pervious Concrete*
- *Pervious Paver Blocks*
- *High Volume Chip Seal*
- *Concrete Repairs, Cells 63 and 96*

**FY13 Data: 1**

### **Measure 3: Funding level from new research projects initiated by TERRA**

**FY14 Data: \$316,377**

- *Flexible Micro-Surfacing* (\$12,000)
- *DCT Implementation in Minnesota* (\$125,000)
- *Thin Concrete Repair* (\$69,944)
- *Diamond Grinding of Pervious Concrete* (\$15,333)
- *Pervious Paver Blocks* (\$55,000)
- *High Volume Chip Seal* (\$7,000)
- *Concrete Repairs, Cells 63 and 96* (\$32,100)

**FY13 Data: \$280,750**

### **Measure 4: Number of research implementation highlights**

**FY14 Data: 5**

1. General Assembly members provided input on the TERRA fact sheet, “The Optimal Fit: Accommodating Trucks in Roundabouts” published in July 2013.
2. The 2013 TERRA Innovation Series event was held in Ames, Iowa with 45 people attending. The event focused on the development and implementation of remote sensing and thermal imaging technologies in transportation applications and provided an overview of commercialized non-destructive evaluation technologies as well as ongoing research on the remote monitoring of asset and road conditions.

3. General Assembly members provided input on the TERRA fact sheet, “Research Shows Benefits of Pavement Preservation Techniques” published in January 2014.
4. The TERRA Pavement Conference, held in February 2014 in Minneapolis, Minnesota, with 212 people attending, was an opportunity to exchange pavement-related research results from across the country.
5. General Assembly members provided input on the TERRA fact sheet, “Stakeholders Key to New Wisconsin Farm Equipment Weight Standards” published in April 2014.

**FY13 Data: 4**

**C. Communications Performance Measures**

*Related Strategic Direction C: Capitalize on TERRA’s unique role as a multi-sector forum to provide multiple research interchange opportunities (virtual and in-person)*

**Measure 1: Number of recipients of TERRA e-newsletters**

**FY14 Data:** 1,214

**FY13 Data:** 1,045

**Measure 2: Number of visits to TERRA website**

**FY14 Data:**

- Visits: 4,852
- Page views: 10,462

**FY13 Data:**

- Visits: 5,133
- Page views: 11,767

**Measure 3: Number of participants at TERRA events/demos**

**FY14 Data: 307**

Events:

- TERRA Innovation Series Presents: Bioeconomy & Transportation: Collaborative Opportunities (45)
- 2014 TERRA Pavement Conference (212)
- Concrete Maturity Protocols Webinar (50)

**FY13 Data: 415**

**Measure 4: Number of TERRA publications**

**FY14 Data: 9**

- Fact sheets
  - Stakeholders Key to New Wisconsin Farm Equipment, April 2014
  - The Optimal Fit: Accommodating Trucks in Roundabouts, July 2013
  - Research Shows Benefits of Pavement Preservation Techniques, January 2014
- 2013 TERRA Annual Highlights
- TERRA Program One-Pager
- Four issues of the TERRA E-News



- July 2013
- October 2013
- January 2014
- May 2014